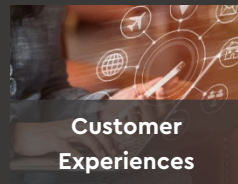




2022 DIGITAL INFORMATION GUIDE

Welcome to the CTAM Digital Information Guide, a useful resource to learn about the product and service innovations that CTAM member-companies offer to our industry. These partners address emerging business trends and provide strategic solutions related to industry priorities such as subscriber acquisition and retention, optimizing consumer experiences, consumer insights, and data solutions.



Member Companies [\(Click on the company names below to view details\)](#)

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Areas of Expertise:

Data-driven insights | Customer value | Analytical expertise | Integrated marketing solutions | Customer lifecycle | Customer acquisition | Customer loyalty

[Equifax](#) is a global information solutions company. Through our Data-driven Marketing capabilities and unique insights into household economics, Equifax enables brands to convert marketing precision into customer value. Fueled by our superior data, technology, and analytical expertise, our integrated marketing solutions enable targeted, meaningful interactions across the customer lifecycle – helping drive acquisitions, increase engagement and loyalty, and improve marketing ROI.



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Areas of Expertise:

Data Solutions | Digital Marketing & Communications | Client Automation

[FreeWheel](#)'s technology has been purpose built to optimally connect buyers and sellers in today's media ecosystem. Our technology assets span across the sell side and the buy side – and are designed to fundamentally evolve how parties transact. Our leading approach to technology, data, and automation provides the simplicity, efficiency, and optimization that our clients need to achieve their advertising goals – with the transparency, trust, and control they need.

FreeWheel, A Comcast Company, empowers all segments of The New TV Ecosystem. We are structured to provide the full breadth of solutions the advertising industry needs to achieve their goals. We provide the technology, data enablement, and convergent marketplaces required to ensure buyers and sellers can transact across all screens, across all data types, and all sales channels, in order to ensure the ultimate goal – results for marketers. With offices in New York, San Francisco, Chicago, London, Paris, Beijing, and across the globe, FreeWheel, A Comcast Company, stands to advocate for the entire industry through the FreeWheel Council for Premium Video. For more information, please visit www.freewheel.tv, and follow us on Twitter and LinkedIn.



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Areas of Expertise:

Consumer insights | Syndicated and custom online surveys and research | Connected devices and consumers | Mobile bills | Overnight polling

[HarrisX](#) is a leading survey research company that specializes in online polling and data collection and focuses on the understanding of internet-connected and smartphone consumers. HarrisX runs the Mobile Insights and Total Communication Surveys, the largest syndicated consumer insights trackers in the U.S. for the TMT space, and the Telephia behavioral tracking app, which bridges the disconnect between consumers' perceived and factual behavior. The HarrisX Overnight Poll delivers results of general population and voter surveys within 24 hours, as well as the 5G Intelligence Platform, which tracks the technology's adoption among consumers, households, and businesses. During COVID, HarrisX launched the Covid-19 TMT Dashboard, which tracked the impact of the coronavirus pandemic on consumer sentiment and attitudes around the TMT space. As we enter a post-COVID phase, HarrisX is now tracking sentiment around return to office commutes.



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Areas of Expertise:

Consumer insights | Quantitative/Qualitative research | Concept testing | Syndicated research | Cultural Diversity

[Horowitz Research](#) is a full-service consumer insights agency with a mission for delivering insights that inspire change. With more consumer touch points than ever before, brands today depend on understanding how the confluence of technology, diversity, and media impacts their consumers at every point in the consumer journey. Multiculturalism is not just what we do, it's in our DNA. We have particular expertise conducting research to understand the unmet needs and opportunities for content, services, and technology among Black, Latinx/Hispanic, Asian, LGBTQIA+, Millennials, Gen Z, Generation Alpha, people with disabilities, and other diverse audiences both in the U.S. and internationally.



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Areas of Expertise:

Consumer insights | Research and analytics | Strategy development

[Magid](#) is a leading research-based strategy firm with more than six decades experience helping clients apply human science to business challenges. Our experience in media and entertainment is as deep as it is diverse. We help you understand and deliver the emotional experience and connection consumers are seeking regardless of the platform. From content creation and distribution to internet, wireless services, and gaming, our Global Media & Entertainment practice consultants, facilitators and analysts work across the landscape with large, established global players as well as market entrants and startups, on a wide variety of consulting, research and analytics engagements.



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Areas of Expertise:

Consumer insights | Market research | Cross-media audience measurement | Content services

[Nielsen](#) shapes the world’s media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future. An S&P 500 company, Nielsen (NYSE: NLSN) operates around the world in more than 55 countries. Learn more at www.nielsen.com or www.nielsen.com/investors and connect with us on social media.



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Areas of Expertise:

Behavioral Insights | Data Solutions | Market Research | Metadata | Consumer Trends

[The NPD Group](#) offers data, industry expertise, and prescriptive analytics for studios, content distributors, streaming services, retailers, financial analysts, and others in the entertainment industry. NPD's Subscription Video Track consumer-based service provides title-level insights about the movies and TV series content U.S. viewers watch on SVOD platforms Netflix, Hulu, and Amazon Prime. This service combines behavioral insights, household demographic data, and rich, title-level metadata. The TV Switching Study, from NPD's Connected Intelligence®, tracks changes in the ways U.S. consumers view and buy video content. It's the data and deep industry insight you need to make data-driven business decisions.



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Areas of Expertise:

Data and Cloud Solutions | Connected homes | Cyber-security | SMB services

[Plume®](#) is the creator of the world's first SaaS experience platform for Communications Service Providers (CSPs) and their subscribers, deployed in more than 35 million locations globally. As the only open and hardware-independent, cloud-controlled solution, Plume enables the rapid delivery of new services for smart homes, small businesses, and beyond at massive scale. On the front end, Plume delivers self-optimizing, adaptive WiFi, cyber-security, access and parental controls, and more. CSPs get robust data- and AI-driven back-end applications for unprecedented visibility, insights, support, operations, and marketing. Plume leverages OpenSync™, an open-source framework that comes pre-integrated and supported on the leading silicon, CPE, and platform SDKs.



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Areas of Expertise:

Audience development | Content discovery | Content development | Cultural marketing and digital communications

[Spherex](#) is a global data and technology company transforming how media and entertainment enterprises create, adapt and deliver film and television to audiences worldwide through human-in-the-loop AI and machine learning. With unmatched expertise in cultural adaptation, ratings, metadata and title monitoring, Spherex works with the world's largest media companies, movie studios, networks, distributors and streamers to build larger audiences, speed up content discovery, drive more video views and generate higher revenue



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Areas of Expertise:

Software development | Lead generation | Website development | Mobile apps | Customer experience | Customer acquisition

[TK Interactive \(TKI\)](#) is a software development company. We work with MSO's to develop custom tools and applications that fuel lead generation, e-commerce, marketing and communication efforts for everything from websites and mobile apps to corporate intranets and legacy data integrations. We also offer two SaaS products, BrandSrv & nSkope.

Our **BrandSrv** product is a marketing automation and brand asset management platform which several MSOs already leverage to enable their marketers to easily create, distribute and track localized communication efforts. The results of these efforts have led to significant ROI – reducing cost, brand and compliance issues while increasing leads, speed to market and overall campaign effectiveness.

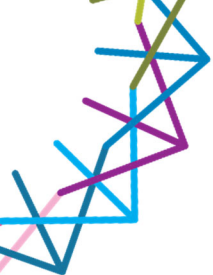
TK Interactive's **nSkope** product is a "Mover" prospect identification and data visualization tool currently leveraged by more than 28% of the Real Estate industry. nSkope uses big data, machine learning and predictive analytics to help identify potential sellers and convert them into clients — before these people have even expressed an outright interest in listing their homes for sale, or even requested a price estimate.



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Areas of Expertise:

Content Licensing | Global Content Distribution | Revenue Generation

[Whip Media](#) is reimagining content licensing to create a smarter, more connected entertainment ecosystem. Our market-leading enterprise cloud software platform combines unique actionable insights with scalable workflows for licensing, content planning and financial operations. Studios, distributors, platforms, and operators can connect critical processes across departments and companies, to optimize high-volume, high-velocity global content operations and drive more profitable content decisions. Our newest offering, the Whip Media Exchange, is a first-of-its-kind licensing and research solution that fosters global connections and provides robust insights around hundreds of thousands of titles to accelerate deal making and maximize revenue.



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